

Santa Clara Downtown Revitalization Committee Meeting

...

February 22, 2017



U R B A N
F I E L D
S T U D I O

Agenda

Welcoming Remarks

1. Introductions
2. Overview of previous Community Meetings
3. Results from previous Community Meetings and first ideas for alternatives
4. Small Group Discussions – Feedback on three conceptual alternatives with topics for discussion
5. Small Groups Reporting Back
6. Written Comments, Summary and Next Meetings
7. Adjourn

Previous Community Meetings

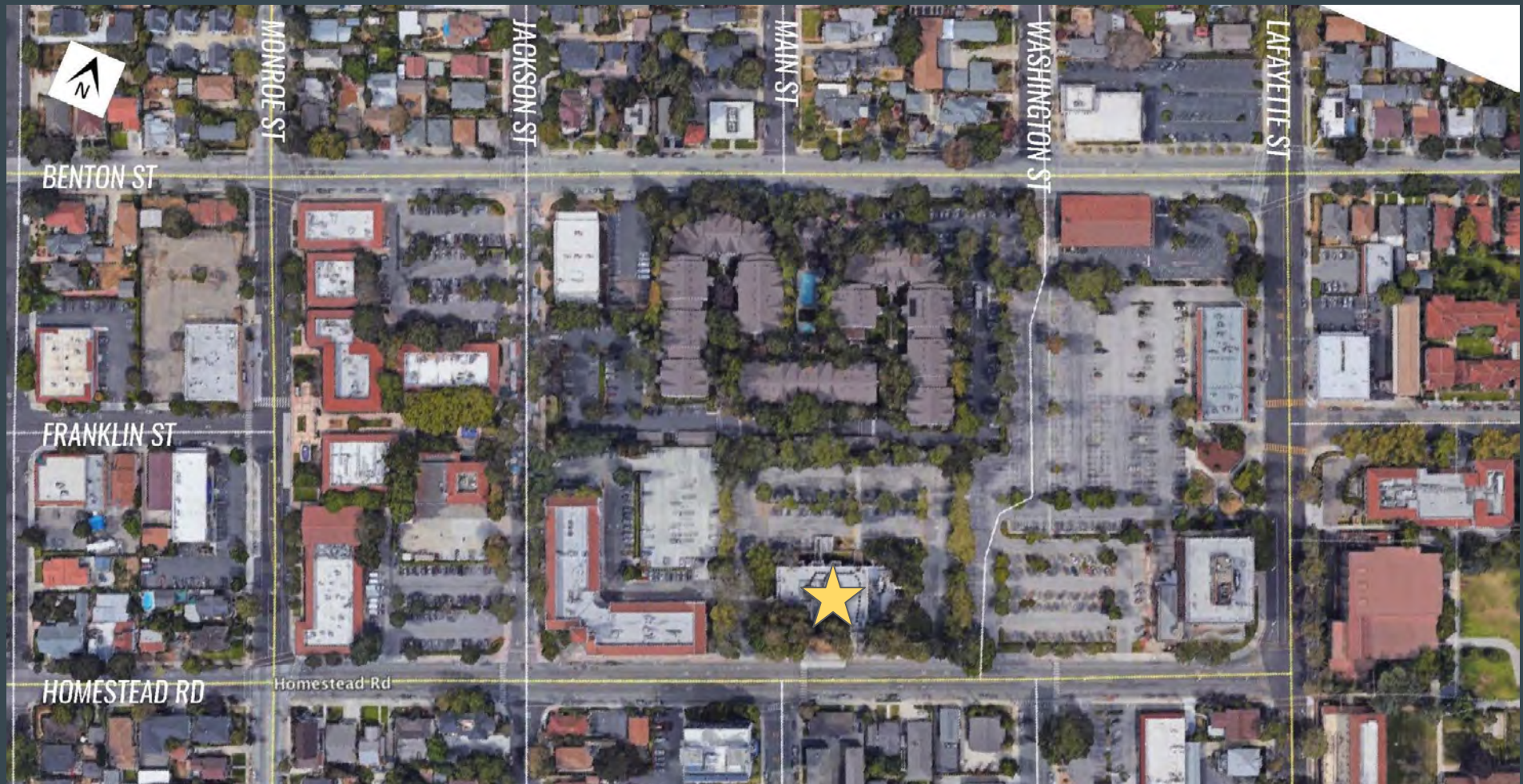
Four meetings in Fall 2015 and one meeting in September 2016



Previous Community Meetings

Key Priorities and Ideas

- Make Downtown a local destination that is vibrant and walkable again
- Make the Arts an attracting feature for the area
- Connect with the University - Downtown and University are both resources
- Proximity and connection to transit: Santa Clara Station, trolley, shuttles
- Establish an icon, like a theater, in the center of Downtown
- Post office is the only building with historical value
- Connect the library to the new center
- Reestablish Franklin Street in some way



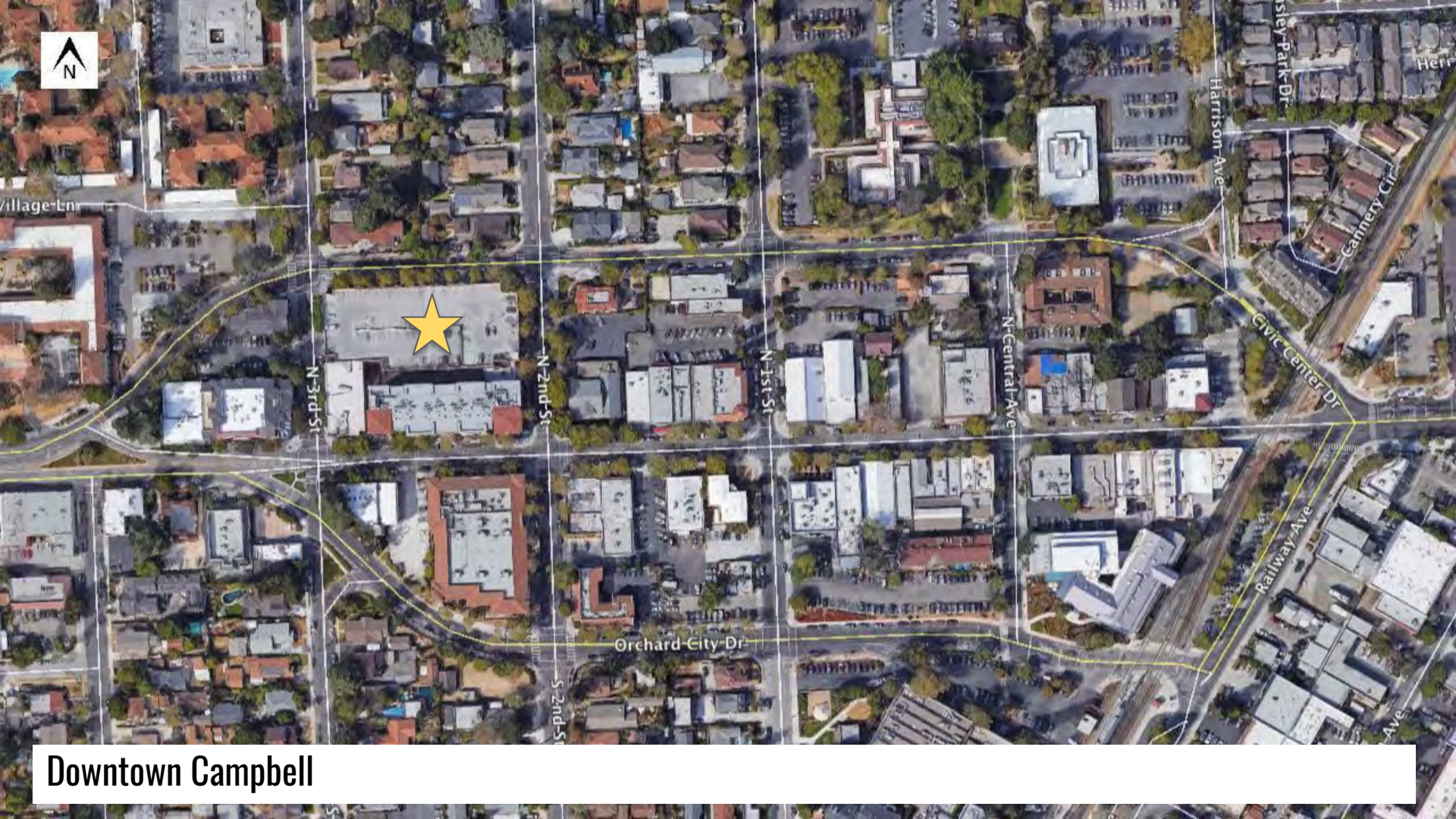
Superblock – Santa Clara Downtown



Superblock – Diagram of Building Footprints, Parking, and Pedestrian Zones



Superblock – Reinstating the Street Grid



Downtown Campbell



Downtown Campbell Building Footprints



Superblock with Downtown Campbell Footprints Imposed



Connections of Downtown - North, West, South & East to the SCU & Train Station



Ped Crossing
Improvements/
Raised Intersection

Franklin Street
Vacation - Art/
History Walk

Ped Crossings/
Intersection
Improvements

Sidewalk
Improvements

Pedestrian Bridge
or Ped Crossings
Improvements

Santa Clara
Station

Make strong connections across El Camino Real

Including the University

Downtown & University - mutually beneficial

- Turn Franklin Street from The Alameda to Lafayette Street into a pedestrian path
- Include Art and History Walk
- Improve pedestrian crossings along Lafayette Street
- Consider extending University shuttles into Downtown
- Include arts related uses in Downtown area to complement campus arts district
- Consider sharing parking facilities



Self-driving shuttle



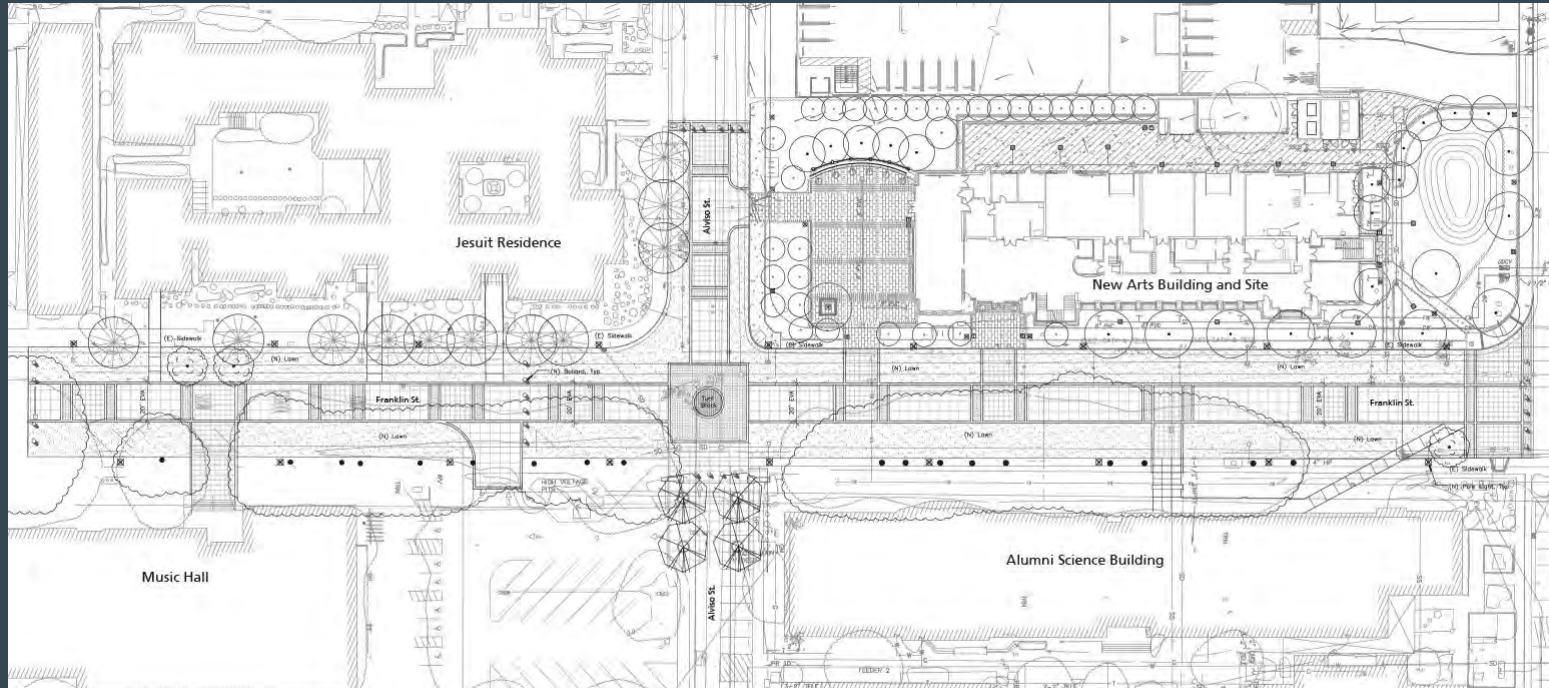
Dowd Art and Art History Building



Music and Dance Building

Planned Projects in Downtown Area

Franklin Street partial street vacation between The Alameda and Lafayette Street



Planned Projects in Downtown Area

Downtown Gateway - 44 condos and 7 commercial ground floor retail spaces (under construction)

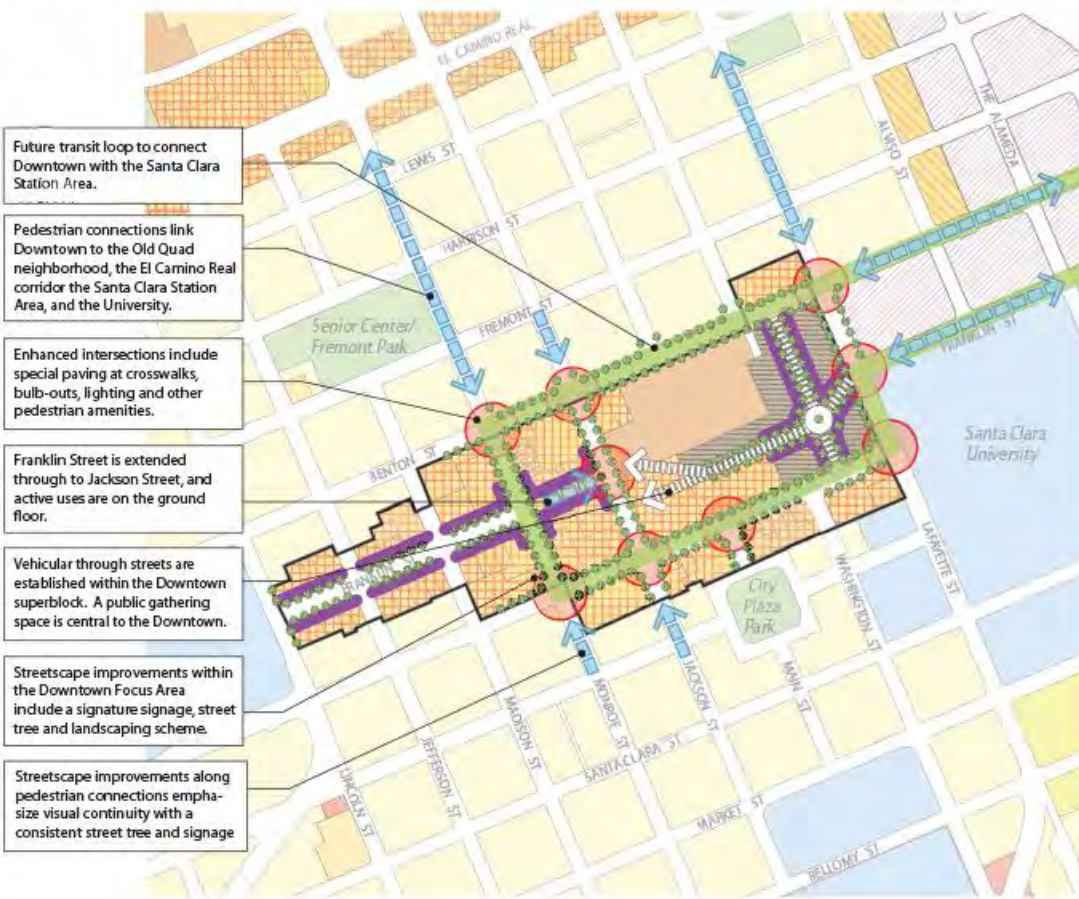


Corner of Franklin at Monroe Street



Corner of Benton and Monroe Street

Figure 5.4-3
Downtown Focus Area



Legend

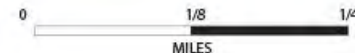
Land Uses Within the Focus Area

- High Density Residential
- Community Mixed Use
- Downtown Core

Urban Design Features

- Focus Area Boundary
- Potential Street
- Pedestrian Connection
- Pedestrian Orientation/Active Street Frontage
- Enhanced Intersection
- Transition Zone
- Signature Streetscape
- Downtown / BART Transit Loop

2010 General Plan Amendment for the Downtown Area



Make downtown a vibrant and walkable place

- Break-up the superblock
- Potentially create old street grid
- Provide improved pedestrian connections
- Encourage a mix of uses
- Allow for higher density
- Improve connections to Santa Clara University
- Improve connections to Mission Library

Make downtown a vibrant and walkable place

- Extend and activate Franklin Street
- Define edges along Benton Street and Homestead Road
- Provide pedestrian connection from Downtown to Santa Clara Station
- Make the arts an attracting feature for the area
- Provide affordable housing for artists
- Program events such as car shows, street dances farmer's market, outdoor movies & other year-round activities

Places of Value



Mission Library



Post Office

Alternative Approaches to a Vital Downtown

- A. Franklin Street as pedestrian connection with focus on infill development
- B. Franklin Street as a meandering Main Street with substantial preservation of existing residential uses
- C. Franklin Street as new Main Street and reinstated old street grid

Constraints

- Existing buildings and parcels that interfere with street extensions
- Parking Requirements
- Multiple land ownership

Opportunities

- Identify the parcels of land where leases expire in next 5 years
- Contact property owners and stakeholders
- Superior Court building

Parking Issues

- Parking takes a lot of space
- Parking ratio requirements
- Shared parking
- Unbundled parking
- District parking
- Managed parking
- Parking Structures: Underground, Podium, Parking Lifts, Automated Parking
- On-demand services such as cabs, Uber, Lyft, Car-Sharing

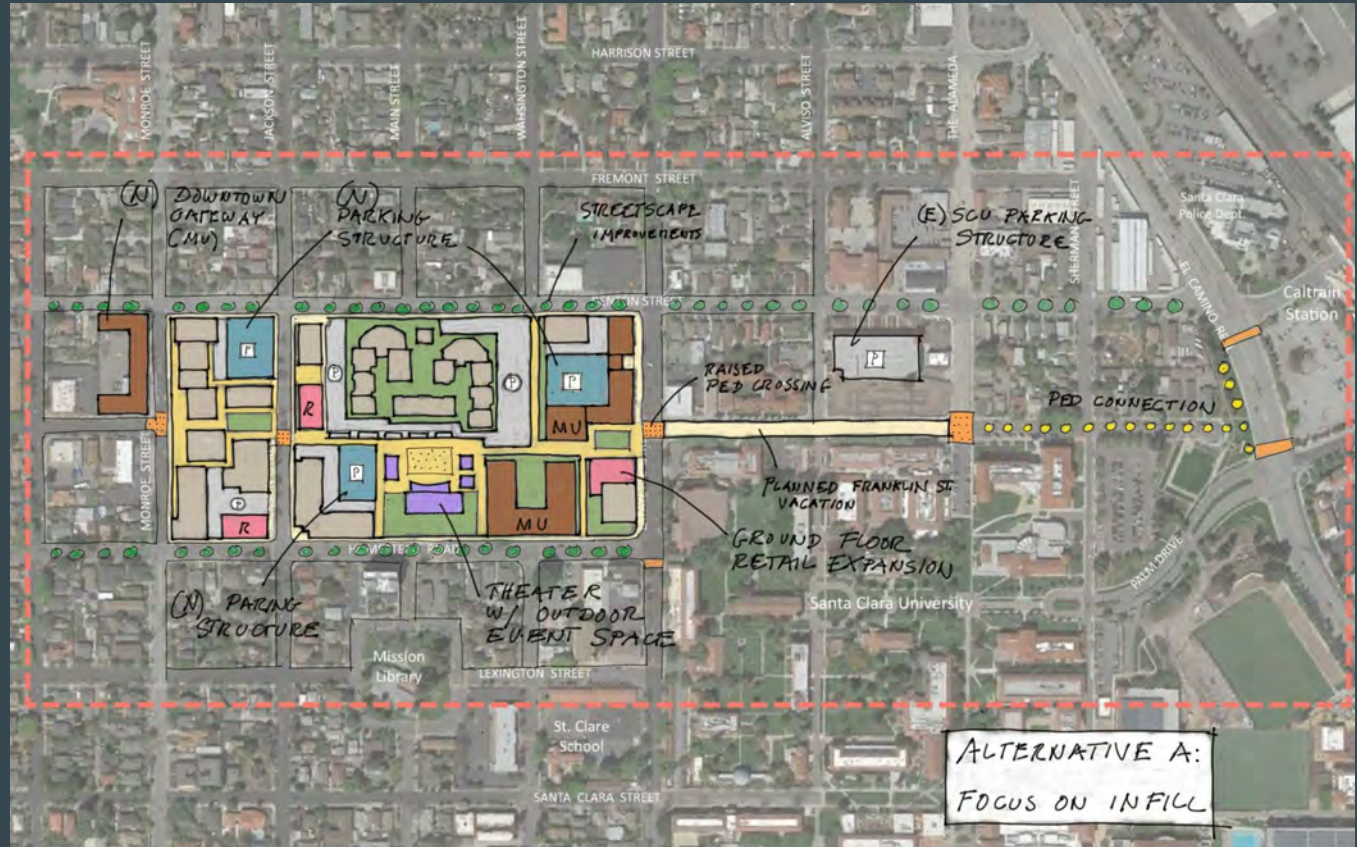
Alternative A

Focus on Infill

Keep Existing
Buildings

Central
Pedestrian
Connection

New mixed-use
buildings





ALTERNATIVE A:
FOCUS ON INFILL

0 50' 100' 200' 300'



Alternative A



Alternative A



Plaza / Pedestrian Connection with Retail



Open Space / Outdoor Event Space

Alternative B

Focus on small retail along meandering Main Street

Keep residential uses with some modification

New mixed-use buildings





Alternative B



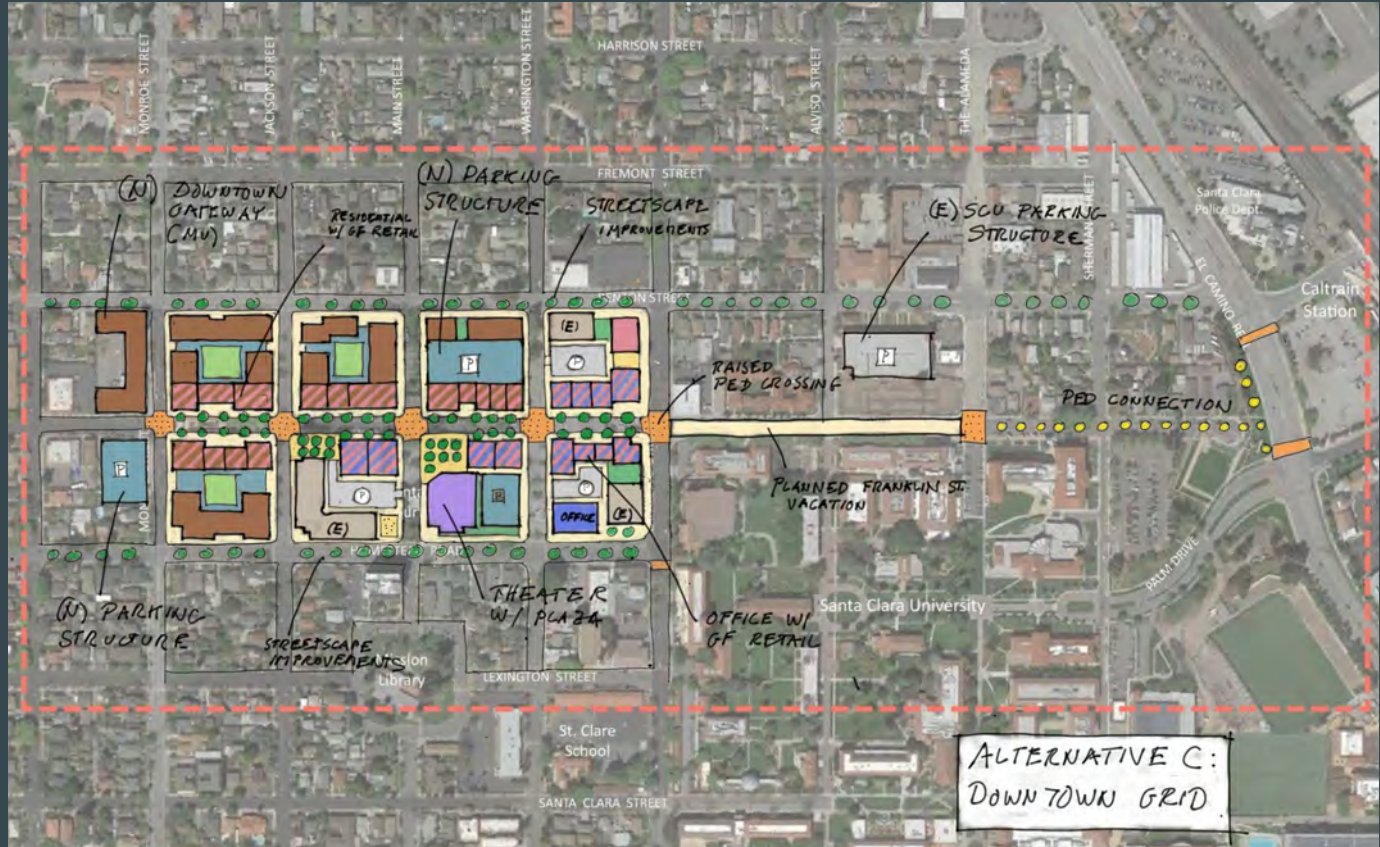
Alternative B



Meandering Main Street as vehicular or shared street

Reinstate old
street grid
with main
activity along
Franklin Street

Active edges along Benton and Homestead





Downtown Gateway (under construction)

Post Office to remain

Raised Intersection

New Park

New Live-Work/ Arts Community

Resid./ Retail

Resid.

Resid./Retail

Resid.

Resid./Retail

Resid.

Resid./Retail

(E) Benton Hall

(N) Live-Work

FRANKLIN STREET

P

Resid./ Retail

(E) Post Office

Resid./Retail

Office/ Retail

P

(E) Retail/ Office

(N) Theater

P

Office/ Retail

Office/ Retail

(N) Office

(E) Office

Franklin Street Vacation

FRANKLIN STREET

Raised Ped Crossing

Franklin as Main Street

Potential District Parking Structure

Ground Floor Retail along Franklin

Improved Ped Crossing

New Theater (Arts District)

New Extension of Washington Street

SANTA CLARA UNIVERSITY

ALTERNATIVE C:
DOWNTOWN GRID

0 50' 100' 200' 300'



Alternative C



Alternative C



Traditional Main Street with small blocks & street grid



Workshop discussion

1. Which elements and ideas illustrated in the three alternatives do you like?
Which ones do you not like?
2. What kind of street or connection should Franklin Street become?
3. What uses and activities should Downtown Santa Clara offer?
4. What kind of new buildings and open spaces should be in Downtown?

Workshop Exercise

- The model is 1" = 50'-0" in scale. Each foam core layer is 10' tall.
- The exercise objective is to reconfigure the project area
- Take a photo of the project you discussed, even if it is still in process
- Feel free to cut pieces and add more pieces as desired
- Use and cut paper for streets, open spaces, and trees

Next Steps

Goals

- Preferred Plan for the next meeting
- Approach to talking with key stakeholders
- Phasing
- Priorities for Implementation
- Near-term actions
- Strategies to make development happen

Thank You

Parallel Streets

How do Homestead and Benton work to support Franklin?

A traffic loop around Franklin is a good strategy?

Why not Homestead or Benton as primary activity street?

One side of both Homestead and Benton is residential uses

Precedents for how parallel streets work for a district - Palo Alto



How do we encourage new development?

- What are the tools?
- Relocation?
- Phasing
- Long term
- Upzoning
- Partnerships with University, Court House, and private businesses

How do you get developers to build what you want?

Development steps

1. City conducts a Feasibility Study; (Lesson from past Feasibility Study: Property owners were content with status quo)
2. A guide for development is created for the parcels
3. City writes an RFP that includes the guide
4. City chooses a developer to build on selected parcels